

From Procter & Gamble's Great Laboratories-

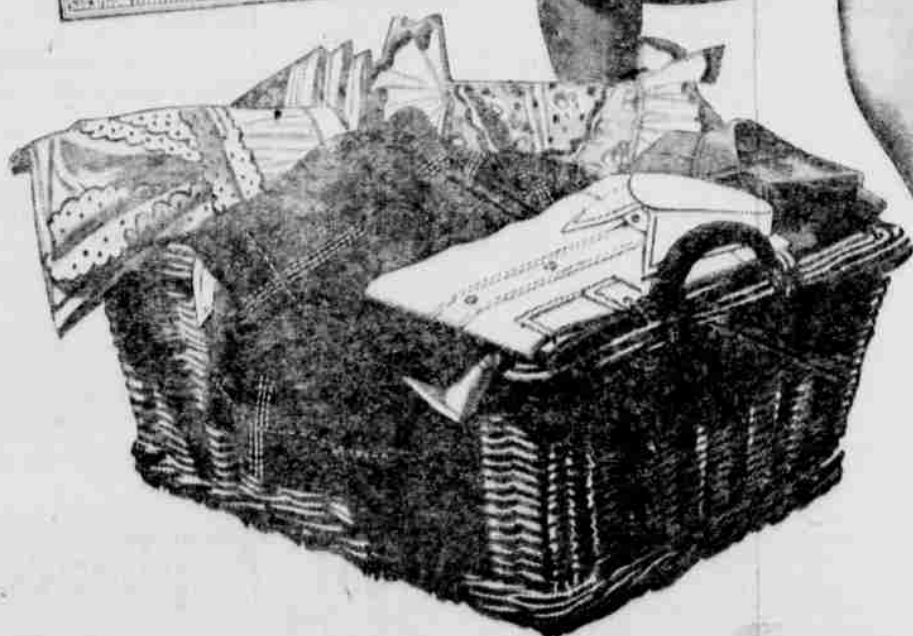
JUST RELEASED

A Revolutionary New Washday Miracle!



GUARANTEE

Procter & Gamble guarantees that Tide will do everything claimed for it in this advertisement. If you are not completely satisfied, return the unused portion of your package to dealer, and the purchase price will be refunded.



IT'S TIDE

...you've never used anything like it!

TIDE is a truly amazing discovery that brings you a wonderful new kind of washday! Born of new knowledge gained in wartime research, Tide does *what's never been done before*—washes clothes cleaner than any soap, yet leaves colors brighter! The first time you put Tide in water, you'll know you're using a brand-new product! Oceans of suds billow up instantly, even in *hardest* water! And those wonder suds *look* different . . . they even *feel* different!

ONLY Tide DOES ALL FOUR!



1. Washes clothes cleaner!

Yes, cleaner than any soap made! *Everything* comes cleaner with Tide—even greasy overalls and heavily soiled work shirts! Tide not only leaves clothes free from ordinary dirt, but *actually* removes dingy soap film as well! No soap in the world can get your whole wash as clean as Tide!

2. Actually brightens colors!

Tide is not only *safe* for dainty, washable colors, but actually *brightens* soap-dulled, faded-looking colors. Brightness perks up almost like magic as Tide makes dulling soap film disappear! You can see the difference!



3. Never "yellows" white things!

Tide can't turn them yellow, no matter how often they're washed or how long they're stored. Tide-washed clothes stay dazzling white, week after week!



4. Gives more suds—

Prove it in your dishpan!

Kind-to-hands suds! Faster suds! Longer-lasting suds than any soap in *hardest* water! Tide cuts grease like magic . . . washes dishes cleaner than any soap! No scum in the water! No cloudy film! That's why dishes and glasses rinse and dry *sparkling clear*—even without wiping!



A Hymosol Product

TIDE'S IN—DIRT'S OUT!

Made in Canada

TIDE WORKS EXTRA MIRACLES IN HARD WATER! OCEANS OF SUDS! NO WATER SOFTENERS NEEDED!